

"Weisberger's Sell RELIABLE MERCHANDISE for LESS Than Any Other Store"



# These September Sales Have for Their Prime Object, the Distribution of New Merchandise at Prices Which Make Economy a Reality

If You Are a Patriotic Citizen—If You Are in Full Accord With the President as Regards His "SAVE AND ECONOMIZE" Motto, Then It Does Seem Possible That You Will Shop Where You Can Get the Most for the Least Amount of Money. Weisberger's Prices Are the Lowest in the City. Consequently Weisberger's Store, Is the Place to Shop In.



### School Opening Sale of Children's Shoes

Thousands of Pairs—All New—Prices Positively Lower Than Present Market.

If you want to save money on your Children's School Shoes, then by all means attend this sale.

**Boys' \$3.49 Shoes**  
**Pair 2.98**

Best grade dull calf; English or Blucher lace style; all solid leather; sizes in the lot up to 5 1/2.

**Boys' \$4.50 Army Shoes**  
In tan calf or smoke color; extra high cut with straps and buckle at top; made for good, hard service; sizes up to 13 1/2 in the lot.

**\$3.99 Shoes, 2.49**  
Little girl's dull calf; English lace or Blucher style; every pair well made; big value.

**\$3.50 Shoes, 2.49**  
Boys' tan Scout Shoes; best grade army calf; all solid leather; sizes to 5 1/2.

**\$2.50 Shoes, 1.98**  
Children's dull kid; extra high cut; lace style; all solid leather with spring heels; sizes to 1 1/2.

**\$3.50 Shoes, 2.49**  
Misses' dull kid; lace or Blucher style; kid or cloth top; best value for the money.

**\$3.75 Shoes, 2.98**  
Misses' and children's; dull kid; English toe lace style; all solid leather. Unusual value.

**\$3.75 Shoes, 2.98**  
Misses' and children's; tan button with broad, ornamental toes; best grade dull calf; sizes to 2.

Weisberger's—Street Floor.



### School-Opening-Sale

Thousands of Dollars' Worth of Boys' Suits, Hats, Pants, Blouses, Etc., at the Lowest Prices in the City. Mothers! You Can Make Unlimited Savings if You Outfit Your Boy During Our Sale.

**Boys' \$7.50 Norfolk Suits, School Opening Price, All Sizes. } 5.98**

Trench and military models, in blue, gray and brown mixtures; lined pants. Every suit well finished.

**Boys' \$9.50 Norfolk Suits, School Opening Price, All Sizes. } 7.50**

New one-piece belts; slash or military pockets; blue serge and fancy mixtures; seams reinforced.

**Boys' \$1.00 Blouses, 89c**

Made of blue chambray with collar, attached, buttonless. These are an unusual bargain at the price.

**Boys' \$12.50 Suits, 9.98**

All wool, in fancy stripes and mixtures; many all-wool serge suits in the lot; all this season's newest models; extraordinary value.

**Boys' \$2.00 Pants, 1.50**

The famous "No-Hol" brand; guaranteed to give any boy six months' wear; printed and signed guarantee with every pair of pants.

**Boys' \$1.50 Pants, 98c**

These come in dark, serviceable mixtures and stripes; made to stand the roughest kind of wear.

**Boys' \$3.50 Raincoats, 2.98**

Waterproof; well finished in tan or gray; seam well taped; all sizes from 6 to 16 years.

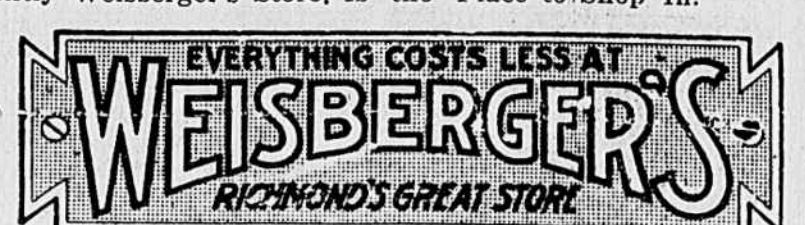
**Boys' 69c Hats, 48c**

Dark mixtures; flat hat shapes; trimmed with self band and bows.

**Boys' 89c Shirts, 69c**

Made with collars attached in plain and fancy striped percales; double yoke and cuffs.

Weisberger's—Street Floor—Near of Store.



### Practically Every Style That Is New In Suits for Fall Wear

Can Be Found In Our Immense Display.

Another new shipment just arrived from one of New York's Foremost Designers of high grade, stylish garments.

Because of Our Big Purchasing Power We Procured These Suits at an Unusually Low Figure—Hence We Propose to Sell Them at the Low Price of

## 39.95

Men's wear serge, broadcloth, velour and poplin. Strictly tailored; braid trimmed; belted and half-belted models.

Taupe, Burgundy, plum, navy, black, brown, etc.

Plenty of Models for Stout Women.

Remember, We Are Richmond's Largest Popular Priced Apparel Store.

Weisberger's—Coats and Suits, Second Floor.

### School Opening Sale of HOSIERY

**Boys' 50c Heavy Ribbed Hosiery } 39c**

Three-thread, double color; shaped ankle; fast black; extra fine quality hosiery for school wear.

**39c Hosiery, 28c**

Boys' and girls'; fine, heavy ribbed; black, white and colors; all sizes in the lot.

**35c Hosiery, 24c**

Boys' and girls'; made of fine quality cotton with a medium rib; fast black in sizes up to 8 1/2; big values at the price.

**Women's 50c Fibre Silk Hosiery Pair, 48c**

High spliced heels, double sole and toes; all sizes and colors.

Weisberger's—Street Floor.

### Annual Sale of RUGS

Lowest Prices in the City. Cash or on Our Convenient Club Plan.

**47.50 Seamless Wilton Velvet 9x12 Rugs at 39.95**

Woven firmly of the finest spun carpet yarn; new color schemes; suitable for any room in the house.

**\$30.00 Rugs, 27.95**

Seamless Tapestry Brussels size 9x12; wide turnover ends; known for their hard wear resisting qualities; makes a very attractive rug for chambers, dining-rooms or parlors.

**\$15.00 Rugs, 11.95**

Hodges' wool and fibre size 8x12; reversible and desirable. A rug that will in many instances answer the purpose of a higher priced wool rug; self-toned effects.

Weisberger's—Third Floor.

### School Opening Sale Girls' Dresses, Etc.

Prices Which Mean Extraordinary Savings

**Girls' \$5.00 Dresses } 3.98**

All new, smart styles; made of a fine quality gingham, chambray and crash, in plaids, stripes and fancy checks; trimmed with pique and solid colors; correct for the girls of 12 1/2 to 16 1/2.

**Girls' New \$1.75 Dresses, 1.24**

Gingham and Chambray, in plaids and stripes; some have pockets and detachable belts; others are plain models with panel effects; sizes 6 to 14.

**Girls' New \$2.50 Dresses, 1.69**

Made of fine quality Gingham, Chambray and Galatea; various styles in plaids and stripes; stylish and popular for the girl of 6 to the miss of 14 years.

**Girls' \$6.50 Serge Dresses, 4.98**

These are made of a very fine quality French and storm serge, in many stylish models; made to give service; sizes for the girl of 6 as well as the miss of 14 years.

**Children's \$3.00 Raincoats, 1.79**

These capes are finished with hoods attached in blue, red and tan; they are well made and just what the little folks need for rainy weather; sizes 4 to 14 years.

**Girls' \$3.50 Raincoats, 4.48**

Girls' military style; pockets and detachable belt; blue and tan; sizes 6 to 14 years.

**Girls' \$3.50 Raincoats, 2.48**

Girls' blue and red with Red Riding Hoods; a very pretty style in sizes 6 to 14 years.

**Middy Serge Suits, Sizes 14 to 22, at \$8.75 to \$19.98.**

### Ginghams, Etc.

For making Children's Dresses, etc., at prices which mean savings.

**50c Dress Ginghams, 39c**

32 inches wide, in a fine assortment of plaids, stripes and solid colors; all fast colors.

**45c Percales, 35c**

36 inches wide; best quality; fast colors; unusually large assortment of stripes, checks, etc., to select from; remarkable value.

**39c Muslin, 29c**

Lonsdale Bleached Muslin; this is a well-known brand, consequently needs no introduction; comes in lengths to 10 yards. A bargain of great merit.

**\$3.98 Longcloth, 2.98**

Extra fine quality English Longcloth; good weight; free from dressing; 36 inches wide; comes in 10-yard piece.

Weisberger's—Basement.

### Hundreds of Stylish BLOUSES

**73.00 Tub Blouses 1.97**

Plain or fancy striped voile; plain voile has large cape collar. Others with shoulder collars; some trimmed with Venice or round thread Val lace; sizes to 46.

**\$3.95 Waists, 2.97**

Excellent quality crepe de chine, in many models with new collars, trimmed with fine laces; flesh or white; sizes to 46.

**\$6.00 Waists, 4.97**

Georgette Crepe; some handsomely embroidered in contrasting shades; others sead head trimming; open or round neck also new collars with hemstitching; flesh or white, in sizes to 46.

Weisberger's—Second Floor.



### Prices Which Mean Savings of at Least 25% to 40% on Regular Quotations

**Famous L. & G. Enamelware**

**Coffee Boilers**  
6-Qt. 11-Qt. 14-Qt.  
85c 95c 1.25

**Double Boilers**  
1-Qt. 2-Qt. 3-Qt. 4-Qt.  
75c 95c 1.15 1.25

**Double Boilers, 1.49 and 1.58**

**Tea Kettles**  
6-Qt. 8-Qt. 10-Qt.  
85c 95c 1.19

**Mason Jars**  
1-Dozen 2-Dozen  
65c 75c

**Collanders, Sale Price 25c**  
Chambers, Sale Price, 35c

**Water Pails**  
8-Qt. 12-Qt. 16-Qt.  
65c 75c 95c

**Dish Pans**  
16-Qt. 18-Qt. 20-Qt.  
65c 75c 95c

**Bed Pans, Sale Price 1.19**

**Coffee or Tea Pots**  
1-Qt. 2-Qt. 3-Qt.  
35c 45c 55c

**4-Qt. 5-Qt. 6-Qt.**  
55c 65c 75c

**Household Sundries**

8c Leader Toilet Paper, roll ..... 5c  
Clothes Pins, 2 dozen ..... 5c  
50c Twine Mops, large ..... 35c  
25c Spring Mop Handle ..... 15c  
Scrubbing Brushes ..... 10c & 15c  
25c Size Wizard Furniture Oil ..... 12c  
25c Steri-Foam, cleans toilet bowls ..... 19c  
Samlins, cleans and polishes everything—  
Pint ..... 19c Quart ..... 35c  
Half-Gallon ..... 69c One Gallon ..... 95c  
Old English Floor Wax—  
Pound Can ..... 49c Two-Pound Can ..... 59c

IMPORTANT—We cannot fill mail, phone or C. O. D. orders on any of the above items.

**Refrigerators**

Style ..... 10.98  
Style ..... 14.98  
Style ..... 18.75  
Style ..... 24.98  
Style ..... 32.50

**75c Tampoon Push Brooms; long handle; sale price, 58c**

**\$1.29 Folding Step Stool, 1.12**

**\$1.75 Aluminum Percolators; six-cup size, 1.29**

**\$2.50 Jewel Electric Irons; six pounds, detachable plug, 4.59**

**\$3.50 Gas Irons, with 6 feet metal tubing, 2.29**

**\$2.25 Mrs. Potts and Irons; set of three, 1.79**

**\$1.25 Five-Foot Step Ladder with pull shelf, 89c**

**\$1.25 Wizard Mop Triangle; sale price, 89c**

**75c Cedar Oil Mops; adjustable handles, 49c**

**50c Cedar Oil Mops, adjustable handle, 35c**

**\$1.25 Six-Foot Ironing Board, 89c**

**\$1 Wool Wall Brushes, one short and one six-foot handle, 79c**

**45c Clothes Lines; cotton; 50-foot, 29c**

**50c Galvanized Wash Boards; can be used on either side, 35c**

**\$3.00 Wash Boilers, heavy metallic bottom; No. 8 size, 2.00**

**\$1.59 Split Clothes Hammer, 1.12**

**50c Vegetable Presses, 34c**

**85c Pastry Boards, 69c**

**85c Self-Wringing Mops, 79c**

**85c Corn Brooms**  
Limit two to a customer, Each, 69c